



MINISTRY OF ECONOMY  
DEPARTMENT OF STATISTICS MALAYSIA

## REGIONAL TOURISM SATELLITE ACCOUNT SABAH



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### REGIONAL TOURISM SATELLITE ACCOUNT SABAH 2024

Sabah tourism industry (GVATI<sup>1</sup>) recorded **RM13.7 billion** with a share of **12.0 per cent** to the Sabah's economy



**12.0%**

2023: 11.7%

Share of Sabah  
GVATI to  
Sabah GDP<sup>2</sup>

**0.71%**

2023: 0.72%

Share of Sabah  
GVATI to  
Malaysia GDP

**5.9%**

2023: 6.2%

Share of Sabah  
GDP to  
Malaysia GDP

<sup>1</sup> Gross Value Added of Tourism Industries

<sup>2</sup> Gross Domestic Product

#### Internal Tourism Consumption

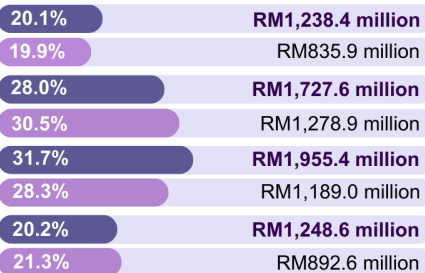


**RM12.1 billion**  
2023: RM 8.2 billion

##### Inbound Tourism Expenditure

**RM6.2 billion**  
2023: RM4.2 billion

Percentage share:  
**51.1%**  
2023: 50.9%



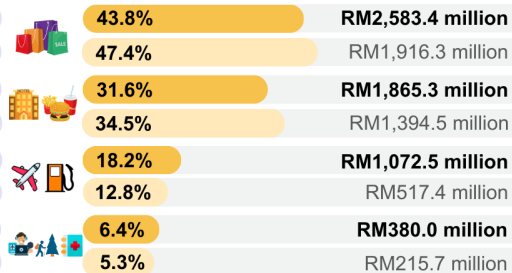
Share 2024

Share 2023

##### Domestic Tourism Expenditure

**RM5.9 billion**  
2023: RM4.0 billion

Percentage share:  
**48.9%**  
2023: 49.1%



Share 2024

Share 2023

#### Employment in Tourism Industry



**387.6 thousand persons**  
2023: 362.7 thousand persons



**22.6%**  
2023: 22.4%  
contribution to total  
employment  
in Sabah

Percentage  
share:

**44.5%**

2023: 43.9%

Percentage  
share:

**41.6%**

2023: 42.1%

Percentage  
share:

**7.8%**

2023: 7.8%

Percentage  
share:

**6.1%**

2023: 6.2%

Legend:



Shopping /  
Retail Trade



Accommodation  
and food & beverage  
serving services



Travel agencies & other reservation services,  
cultural, sports & recreational services  
and country-specific tourism characteristic services



Passenger transport  
services and retail sale  
of automotive fuel

Source: Regional Tourism Satellite Account Sabah 2024, Department of Statistics Malaysia (DOSM)

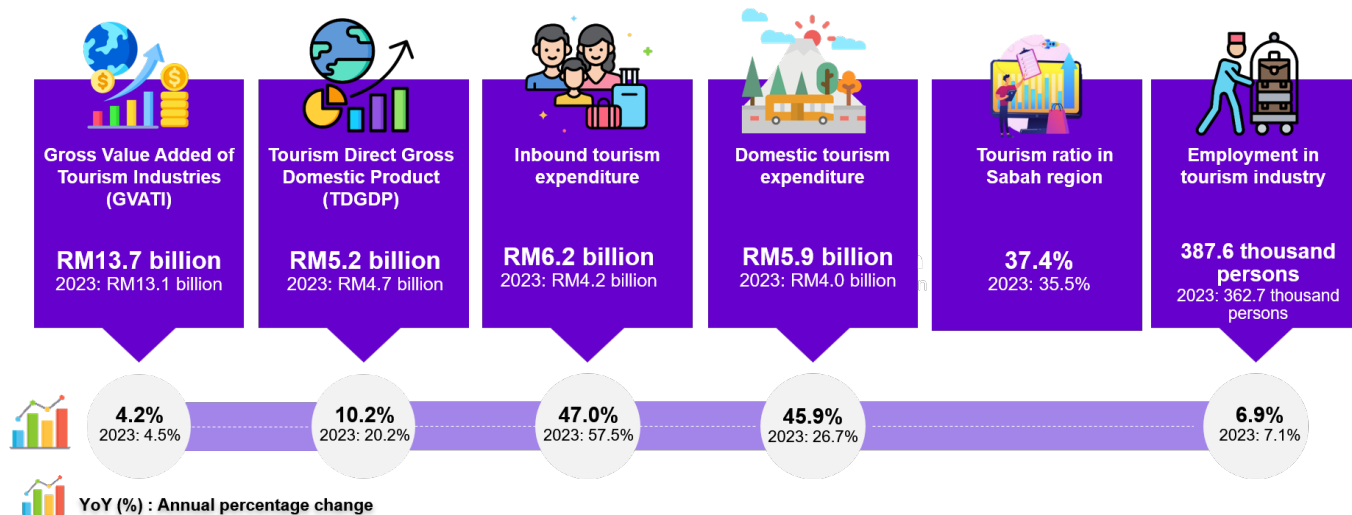


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## **Sabah tourism industry recorded RM13.7 billion with a share of 12.0 per cent to the Sabah's economy**

- Sabah tourism industry recorded a growth of 4.2 per cent (2023: 4.5%) amounted to RM13.7 billion in 2024. Accordingly, the tourism industry contributed 12.0 per cent to Sabah's economy, compared to 11.7 per cent in 2023. Sabah tourism industry was driven by Retail trade rose by 3.2 per cent (2023: 0.6%), followed by Accommodation and food & beverage serving services increased by 3.5 per cent (2023: 4.7%).
- Internal tourism consumption in Sabah grew at 46.5 per cent (2023: 40.7%) or RM12.1 billion (2023: RM8.2 billion) supported by inbound tourism expenditure. In 2024, inbound tourism expenditure accounted for 51.1 per cent (2023: 50.9%), while domestic tourism expenditure at 48.9 per cent (2023: 49.1%).
- Inbound tourism expenditure in Sabah increased to RM6.2 billion or 47.0 per cent from 57.5 per cent in the preceding year. The growth was led by Passenger transport services and retail sale of automotive fuel, which rose by 64.5 per cent (2023: 27.4%). The strong growth of inbound tourism expenditure was by international visitor arrivals, which accounted for 49.1 per cent (2023: 37.0%) of inbound tourism expenditure.
- Meanwhile, domestic tourism expenditure in Sabah registered a growth of 45.9 per cent (2023: 26.7%) in 2024. The robust growth was attributed to Shopping activities at 43.8 per cent (2023: 47.4%), followed by Passenger transport services and retail sale of automotive fuel at 18.2 per cent (2023: 12.8%).
- Employment in Sabah's tourism industry rose to 387.6 thousand persons from 362.7 thousand persons in 2023, grew by 6.9 per cent (2023: 7.1%).



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